

MARKETPLACE 2006

Start building your business capacity at **MARKETPLACE 2006**

when you meet your business professional advisory team. This expert panel successfully practicing in the fields of Prime Contracting, Risk Management, Surety Bonds, Law, and Finance discuss key business

principles you will need to master in order to grow professionally and build your company's capacity. Will you benefit from forming joint-ventures and strategic partnerships? Is your intellectual property protected? What's your risk factor? How do you turn increased sales into increased profit? How healthy is your banking relationship? And what is your accountant's role? Find out at MARKETPLACE 2006!



Keynote Speaker:
Governor Jim Doyle (invited)

2006 Minority Business of the Year Awards Luncheon Governor Jim Doyle (invited)

Join Governor Jim Doyle (invited) at the 25th Annual Minority Business of the Year Awards Luncheon featuring keynote by Atlanta businessman Glenn Henderson, CEO of AFC Worldwide Express. MARKETPLACE is the premier MBE business capacity building conference of the year and Wisconsin is proud to have been supporting minority business development activities for 25 years.



Keynote Speaker:
Glenn Henderson
Co-founder and CEO
of Atlanta based AFC Worldwide Express

Make More Sales!

Make deals when you meet one on one with state buyers and corporate purchasing agents eager to increase MBE spending. Does your business plan reflect a long-term strategy to build capacity by including this lucrative market segment? If you are ready to tap in to the world of government contracting, this seminar is a must.

Glenn Henderson Co-founder and CEO of AFC Worldwide Express

After demonstrating a successful track record as an entrepreneur, Mr. Henderson co-founded AFC Worldwide Express, Inc. in 1987. He has achieved recognition in the business world as well as in his community. Under his leadership the company has been recognized as Vendor of the Year by Hallmark Cards, Inc. for 1993 and 1994. Under his leadership AFC Worldwide Express, Inc. was designated as an approved vendor by A C O G for the summer Olympics in 1996.



Glenn Henderson Co-founder and CEO
of AFC Worldwide Express

Build Banking Relationships!

Let us show you how to walk away with a banking relationship. Experts in business financing, capital acquisition, and proper uses, will present on-the-spot assessments of your specific business financing needs. These interactive sessions will help you not only learn about the different sources of finance and capital, but also help you understand how to improve your chances of success in securing capital to start or grow your business.

Business Capacity Building Features

Get your name out there to corporate and government buyers at Marketplace 2006 sales meetings. This is where you can make connections and get business. Walk out of Marketplace 2006 with a banking relationship and a capital attraction strategy.



Wisconsin Department of Commerce
Bureau of Minority Business
P O Box 7970
Madison, WI 53707

Presented by
Wisconsin
Department of Commerce
commerce.wi.gov
marketplace.wi.gov



REGISTER ON-LINE AT: marketplace.wi.gov

MARKETPLACE 2006



Hilton
Milwaukee City Center
509 West Wisconsin Avenue
Milwaukee, WI 53203
414/271-7250
September 13, 2006

Save \$20
Early Registration
Discount Ends
September 5, 2006

Governor's Conference on Minority Business Development



MARKETPLACE 2006

Governor Doyle's Conference on Minority Business Development

AGENDA Wednesday, September 13, 2006

7:00 a.m. MBE Conference Registration

Pick up your MBD Professional Development Training Portfolio and name badge at the Hilton City Center Hotel.

8:00 a.m. – 11:30 a.m. Breakfast for Champions Business Classes and Professional Development Series

Attend our Breakfast for Champions Business Classes

12 noon – 1:30 p.m. MARKETPLACE 2006 Governor's Luncheon

Governor Jim Doyle (invited) and Keynote Speaker, Glenn Henderson

2:00 p.m. – 4:30 p.m. Capacity Building Finance & Sales Meetings

WHO SHOULD ATTEND?

The Governor's Awards Luncheon gives Wisconsin's business leaders the opportunity to celebrate the accomplishments of Minority Business Enterprises. Your generous support helps fund regional capacity building training events and the Bureau's professional development series throughout the year. \$50 seats are limited.

Register Today!

Presented by the Wisconsin Department of Commerce and its Bureau of Minority Business Development, Marketplace is a statewide opportunity for minority business enterprises to invest one day to enhance professional development and business capacity. Established MBEs, emerging MBEs, and minority entrepreneurs at the start-up level are all encouraged to attend. Sign up now because space is limited. All conference participants will receive an executive-style professional development series signature portfolio, as well as classroom hand-outs; and, all enrolled conference participants are guests at the Governor's Awards Luncheon.

REGISTRATION INFORMATION Wednesday, September 13, 2006

General Conference Participation All Day...\$65

Includes access to all programs and luncheon. Add \$20 after September 5, 2006.

Governor's Awards Luncheon.....\$50

Individual seats are \$50 and tables of ten are \$475.

Add \$20 late charge per person after early registration deadline of Tuesday, September 5, 2006.

TWO EASY WAYS TO REGISTER:

1. Register on-line at: marketplace.wi.gov
2. Register with attached Registration Form using: Credit Card, Purchase Card, Check, Money Order or Purchase Order

EARLY REGISTRATION ENDS TUESDAY, SEPTEMBER 5, 2006

Return to:
MARKETPLACE 2006
Wisconsin Department of Commerce
P O Box 7970
Madison, WI 53707-7970

Make Purchase Order, Check, or Money Order payable to:
"MARKETPLACE 2006"
Please do not send cash in the mail.

For more information

Telephone: (608) 267-9550 Fax: (608) 267-2829
Email: mbd@commerce.state.wi.us
Online: marketplace.wi.gov

EARLY BIRD REGISTRATION

Register early! Send in your registration by Tuesday, September 5, 2006 to avoid the \$20 late fee. Registrations will not be processed without payment. Credit card, checks, money orders, and purchase orders for payment are acceptable.

CANCELLATIONS

Refunds must be requested in writing prior to Friday, September 8, 2006.

AMERICANS WITH DISABILITIES ACT

Facilities are wheelchair-accessible. Arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: Anne Thundercloud, Department of Commerce, 201 West Washington Avenue, Madison, WI 53707-7970 Tel: (608) 267-9550.

PARKING

Surface Lot Parking is available throughout the area for a fee.

Save \$20

on Conference Fee - Early Registration

Discount Ends Tuesday, September 5, 2006.

Registrations will not be processed without payment. Credit cards, checks, money orders, and purchase orders are accepted.

Register early! Send in your registration by Tuesday, September 5, 2006 to avoid the \$20 late fee.

STAY IN STYLE

Located in the heart of downtown, the Hilton Milwaukee City Center is a true Milwaukee landmark. An elegant, refined hotel that has been extensively renovated to reflect its original 1920s grandeur, the Hilton is famous for its impeccable service. Extraordinary guest amenities include the dazzling new Paradise Landing™, America's first urban indoor waterpark. For Marketplace attendees the Hilton Milwaukee City Center Hotel offers both affordable luxury and convenience. Now through August 13, conference attendees can save on their stay. Just mention Marketplace 2006 when you make a reservation at 414/271-7250.

Hotel accommodations may be arranged directly with the Hilton Milwaukee City Center.

Single: \$129/night Water Park Extra

Please mention "MARKETPLACE 2006" when you register to get the reduced rates for the nights of September 12 and 13, 2006.



**509 W. Wisconsin Ave.
Milwaukee, WI 53203
414-271-7250**

Reservations: 1-800-HILTONS

Waterpark Reservations: 1-877-KIDS-RULE (1-877-543-7785)
Hotel Direct: 414-271-7250

Email: hiltonmilwaukee.info@hiltonmilwaukee.com
www.hiltonmilwaukee.com

MARKETPLACE 2006 REGISTRATION FORM

Go paperless! Register on-line: marketplace.wi.gov and receive an instant email confirmation. Or use this registration form to register by fax or mail.

Attendee(s) Name	Email	Telephone	Luncheon	
1.			<input type="checkbox"/> Reg.	<input type="checkbox"/> Veg.
2.			<input type="checkbox"/> Reg.	<input type="checkbox"/> Veg.
When making additional registrations, please attach additional sheet.				
Company/Organization/Agency				
Address				
City		St	Zip	
Tel		Fax		

Make Purchase Order, Check, or Money Order Payable to: "MARKETPLACE 2006"
Please do not send cash in the mail.
For more information
Telephone: (608) 267-9550
Fax: (608) 267-2829
Email: mbd@commerce.wi.gov
Online: marketplace.wi.gov

Return to:

MARKETPLACE 2006

Department of Commerce
Minority Business Development—5th Floor
P O Box 7970
Madison, WI 53707-7970

Wednesday, September 13 Minority Business Enterprise Conference Enrollment Includes <ul style="list-style-type: none">• All-Day Conference Participation• One seat at Governor's Awards Luncheon• Conference Materials• MBD Professional Development Series Signature Portfolio with Calculator! A \$135 value for \$65—You save \$70!	Certified MBE <input type="checkbox"/> Yes <input type="checkbox"/> No	\$65 X	\$
Governor's Minority Business of the Year Awards Luncheon (if attending luncheon only)		\$50 X	\$
Marketplace 2006 Sponsors must register directly with the Bureau of Minority Business Development to obtain complimentary Luncheon seats. Email: mbd@commerce.wi.gov or call 608/267-9550			
Registrations made after September 5, 2006 , add \$20 per registrant		\$20 X	\$
Total Amount Due			\$

Credit Card/Purchase Card Information:

Name On Card			
Credit Card/Purchase Card Number			
Credit Card/Purchase Card Type			
We accept only Master Card and Visa <input type="checkbox"/> Master Card <input type="checkbox"/> Visa Exp. (mm/yyyy)			
Signature			

Save \$20
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